

I) IN THE SPECIFICATION:

A) Replace the paragraph at page 1 line 33 through page 2 line 21 with the following:

The constraints imposed on a “micro-browser” in a cell phone environment pose a unique problem for both the information provider as well as the user retrieving the information. The development of the Wireless Application Protocol (“WAP”) specification was specifically designed to address a number of fundamental differences between classic Internet and Web-based services and services on a wireless data network. These issues included the differences in needs and expectations as well as differences imposed by the device. That is, wireless devices will generally have less powerful CPU’s, less memory and smaller displays than conventional computers. Wireless devices may have very different input devices. Wireless devices other than cell phones may be used that have very different capabilities. All of these issues have been addressed in the WAP specification and architecture. In particular, the WAP system is in no way restricted to cell phones - integration into other devices with wireless connectivity (e.g. the PALM PILOT personal digital assistant Palm Pilots) was clearly anticipated. Thus, although this application will generally refer specifically to cell phones, anything described in that context would also apply to any other comparable wireless device, such as a Personal Digital Assistant (“PDA”).

B) Replace the paragraph at page 10 lines 10-21 with the following:

Although some wireless, hand-held web enabled devices, such as Palm Pilots or other PDAs such as the PALM PILOT PDA, could easily be provided with the client plug-in required to map the linkage code into a URL, cell phones are not so easily adapted. There is also a large number of cell phones already in use. The inventors have thus found that it is preferable to locate this functionality on another server, referred to herein as a URL-assembly server. This enables any wireless device user to utilize linkage codes to access web content by merely accessing the appropriate page of the URL-assembly server that provides the mapping, without the necessity of installing the plug-in on the wireless client device.

C) Replace the paragraph at page 11 lines 2-22 with the following:

If device 200 is an Internet enabled device, such as a PALM Palm VII PDA, it can transmit the linkage code just entered over the Internet to a URL-assembly server 202. The device 200 can also optionally transmit a user identification (“UID”) to the URL-assembly server 202. If the device 200 is a WAP enabled cell phone that displays WML content, the transmission to the URL-assembly server 202 is typically mediated by a proxy server 201, shown in FIG 2A, that converts the WAP transmission into an HTTP compliant transmission. The URL assembly server 202 in turn communicates over the Internet with a registration server 203, which maintains a database of user information 214, and a routing server 204, which maintains a resolution server database 215. The URL-assembly server utilizes the RID portion of the linkage code, along with the UID, if available, to assemble a lookup URL in a manner described below. The lookup URL addresses a resolution server 205 that contains (in database 216) the target URL of the Internet content associated with the linkage code. The target URL received from the resolution server 205 redirects device 200 to the content server 206 containing the content associated with the linkage code.

D) Replace the paragraph at page 12 lines 3-17 with the following:

The process by which a first-time user registers with the system is depicted in FIG. 3C. If the user is using a device that can transmit a unique device identifier, such as a PDA or cell phone using the UP.LINK proxy by OPENWAVE OpenWave’s UP.Link proxy, she will be prompted at step 352 to register with the linkage code service. The user will be connected by the URL-assembly server 202 to the registration server 203. The registration server 203 can prompt the user at step 353 to enter various items of personal information, such as her name, address, age, gender, preferred language, and preferred interests. This information is stored at step 354 in user database 214. At steps 355 and 356 the The user is assigned a UID so that she can be identified by the system.

As part of this process, an entry can be made in the user database linking the UID to the unique device identifier. A given UID can even be linked multiple device identifiers.

E) Replace the paragraph at page 15 line 20 through page 16 line 7 with the following:

The target-URL returned by the resolution server normally redirects the sending device, either device 200 or proxy server 201, to the content server 206. In the case of a WAP compliant cell phone, however, having the proxy server perform the redirection means that the cell phone's mini-browser will not know of the redirection. Thus, when the cell phone device 200 receives the content, it would think the content had come from the server specified by the lookup URL, i.e. the resolution server 205, not the content server 206 specified by the target URL. If the returned content includes a relative URL or image reference, the device 200 will issue a request to the resolution server 205, not the content server 206. Therefore, the redirection to the content server 206 is not performed by the proxy server 201. (WAP decision box 308 branches the flow logic to either step 311 or step 309 as follows). Instead, at step 311, a data stream is returned to the WAP device 200 that includes the target-URL hyperlink along with an auto-click code to force the device 200 at step 312 to automatically make the request to the content server 206. If the device is directly connected to the Internet, that device is redirected at step 309 to the content server 206. Finally, the content is downloaded to the device 200 at step 310.